

ESTTA Tracking number: **ESTTA491694**

Filing date: **08/29/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	University Athletic Association
Granted to Date of previous extension	08/29/2012
Address	P.O. Box 14485 Gainesville, FL 32604 UNITED STATES

Attorney information	Alicia Grahn Jones KILPATRICK TOWNSEND & STOCKTON LLP 1100 Peachtree Street, Suite 2800 Atlanta, GA 30309 UNITED STATES tmadmin@kilpatricktownsend.com, aljones@ktslaw.com, rchou@ktslaw.com, hhenderson@ktslaw.com, brook@kilpatricktownsend.com Phone:404-815-6500
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Applicant Information

Application No	85480582	Publication date	05/01/2012
Opposition Filing Date	08/29/2012	Opposition Period Ends	08/29/2012
Applicant	Incentive Marketing, Inc. 1702 W. University Ave A-1 Gainesville, FL 32603 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 1984/03/01 First Use In Commerce: 1984/03/01
All goods and services in the class are opposed, namely: On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others

Grounds for Opposition


Deceptiveness	Trademark Act section 2(a)
False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	1222098	Application Date	08/06/1980
Registration Date	12/28/1982	Foreign Priority	NONE

		Date	
Word Mark	GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others</p> <p>Class 042. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry</p>		

U.S. Registration No.	2206967	Application Date	09/09/1997
Registration Date	12/01/1998	Foreign Priority Date	NONE
Word Mark	GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 025. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats</p>		

U.S. Registration No.	2205439	Application Date	09/09/1997
Registration Date	11/24/1998	Foreign Priority Date	NONE
Word Mark	GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 025. First use: First Use: 1979/00/00 First Use In Commerce: 1979/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats</p> <p>Class 041. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 [entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions]</p>		

U.S. Registration No.	1228944	Application Date	07/11/1980
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Registration Date	03/01/1983	Foreign Priority Date	NONE
Word Mark	F		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 Apparel-Namely, Shirts, Sweaters, Belts and Caps		

U.S. Registration No.	2349246	Application Date	09/09/1997
Registration Date	05/16/2000	Foreign Priority Date	NONE
Word Mark	FLORIDA GATORS		
Design Mark	<p style="text-align: center;">FLORIDA GATORS</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 025. First use: First Use: 1980/00/00 First Use In Commerce: 1980/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats</p> <p>Class 041. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions</p>		

U.S. Registration No.	1225119	Application Date	07/11/1980
Registration Date	01/25/1983	Foreign Priority Date	NONE
Word Mark	FIGHTING GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Apparel-Namely, Shirts, Bibs, Socks and Caps		

Attachments	75353943#TMSN.gif (1 page)(bytes) 73269856#TMSN.gif (1 page)(bytes) 75354125#TMSN.gif (1 page)(bytes) GATOR SHOP - 1.pdf (34 pages)(513158 bytes) EXHIBIT 8.pdf (14 pages)(1069214 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Alicia Grahm Jones/
Name	Alicia Grahm Jones
Date	08/29/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

UNIVERSITY ATHLETIC)	Opposition _____
ASSOCIATION, INC.,)	
)	
Opposer,)	In the matter of Application
)	Serial No. 85/480,582
v.)	for the mark GATOR SHOP
)	
INCENTIVE MARKETING, INC.,)	
)	
Applicant.)	
)	

NOTICE OF OPPOSITION

Opposer University Athletic Association, Inc. (“Opposer” or the “UAA”), believes it will be damaged by the registration of the mark GATOR SHOP (“Applicant’s Mark”), which is the subject of Application Serial No. 85/480,582, and opposes the same pursuant to 15 U.S.C.

§ 1063 and C.F.R. §§ 2.101, 2.104(a). The grounds for this opposition are as follows:

1. On November 23, 2011, Applicant Incentive Marketing, Inc. d/b/a Gator Shop (“Applicant”) filed a use-based application to register the mark GATOR SHOP (Serial Nos. 85/480,582) for use in connection with “On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others” in International Class 35, claiming a date of first use of March 1, 1984 (the “Application”). The term “SHOP” is disclaimed in the Application.

2. The Application was first published for opposition in the *Official Gazette* dated May 1, 2012. UAA timely filed an extension of time to oppose the Application and thus is allowed until August 29, 2012 to file this Notice of Opposition.

3. UAA is a Florida non-profit corporation with an address of P.O. Box 14485, Gainesville, Florida 32604. UAA acts on behalf of the University of Florida (the “University”), its athletic department, and its athletic teams and organizations.

4. The University of Florida is one of the largest universities in the United States with 49,589 students enrolled in the fall of 2011. The University is home to 16 colleges and offers more than 100 undergraduate and graduate programs.

5. The University's athletic teams are known as the "GATORS," and the University's mascot is an alligator. The University's athletic program is one of the best and most well-known in the nation. The University's football team has won three National Championships (1996, 2006, 2008) and eight SEC titles. The University's men's basketball team won the Division I Men's Basketball National Championship two years in a row in 2006 and 2007, and the Southeastern Conference ("SEC") titles for three consecutive years, 2005-2007. The University is the first to win both the Division I men's basketball title and the football title in the same year. As a result of the University's athletic successes, the University's athletic teams have been extensively featured on television broadcasts and in print and online media nationwide for decades.

6. Since at least as early as 1955, UAA and its predecessors have used the GATORS mark in connection with a broad range of goods and services. UAA has used its GATORS mark continuously since the date of first use and has not abandoned it.

7. For decades (and well before Applicant adopted its GATOR SHOP mark), UAA has licensed its GATORS mark in connection with a variety of products and services. UAA's licensed products bearing the GATORS mark are sold across the United States.

8. UAA owns a federal registration for the mark GATORS (Reg. No. 1,222,098) for "entertainment services -- namely, conducting intercollegiate athletic events for others" in International Class 41 and "retail [store] stores, distributorship services and mail order sales services, in the field of wearing apparel and accessories, novelty items and jewelry" in International Class 42, registered on December 28, 1982, claiming a date of first use of 1955. A

true and correct copy of the TARR Record for the GATORS mark (Reg. No. 1,222,098) is attached as **Exhibit 1**.

9. UAA has complied with all requirements necessary to maintain its federal registration for the GATORS mark (Reg. No. 1,222,098), which is now incontestable under 15 U.S.C. § 1065.

10. UAA owns a federal registration for the mark GATORS (Reg. No. 2,206,967) for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats” in International Class 25, registered on December 1, 1998, claiming a date of first use of 1955. A true and correct copy of the TARR Record for the mark GATORS (Reg. No. 2,206,967) is attached as **Exhibit 2**.

11. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (Reg. No. 2,206,967), which is now incontestable under 15 U.S.C. § 1065.

12. UAA owns a federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), depicted below, for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats” in International Class 25, registered on November 24, 1998, claiming a date of first use of 1979.



A true and correct copy of the TARR Record for the mark GATORS (stylized) (Reg. No. 2,205,439) is attached as **Exhibit 3**.

13. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), which is now incontestable under 15 U.S.C. § 1065.

14. The University's Gator mascot draws on the University's GATORS athletic identity. UAA owns numerous federal registrations for its Gator mascot and for various Gator designs.

15. UAA owns a federal registration for a Gator Design (Reg. No. 1,228,944), depicted below (the "Gator Design"), for "apparel-namely, shirts, sweaters, belts and caps" in International Class 25, registered on March 1, 1983, claiming a date of first use of January 1980.



A true and correct copy of the TARR Record for the Gator Design (Reg. No. 1,228,944) is attached as **Exhibit 4**.

16. UAA has complied with all requirements necessary to maintain its federal registration for the Gator Design (Reg. No. 1,228,944), which is now incontestable under 15 U.S.C. § 1065.

17. UAA owns a federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246) for "clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats" in International Class 25 and "entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions" in International Class 41, registered on May 16, 2000, claiming a date of first use of 1977 in Class 41 and 1980 in Class 25. A true and

correct copy of the TARR Record for the mark FLORIDA GATORS (Reg. No. 2,349,246) is attached as **Exhibit 5**.

18. UAA has complied with all requirements necessary to maintain its federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246), which is now incontestable under 15 U.S.C. § 1065.

19. UAA owns a federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119) for “apparel -- namely, shirts, bibs, socks and caps” in International Class 25, registered on January 25, 1983, claiming a date of first use of 1955. A true and correct copy of the TARR Record for the mark FIGHTING GATORS (Reg. No. 1,225,119) is attached as **Exhibit 6**.

20. UAA has complied with all requirements necessary to maintain its federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119), which is now incontestable under 15 U.S.C. § 1065.

21. UAA’s trademarks referenced in paragraphs 6-20 are collectively referred to as “UAA’s GATOR Marks.”

22. As a result of UAA’s longstanding and extensive use, UAA’s GATOR Marks are symbolic of the extensive goodwill and consumer recognition established by the University. UAA’s GATOR Marks have attained a high degree of recognition and distinctiveness throughout the United States in connection with educational services, entertainment services, athletic events, and other goods and services commonly associated with a university as an educational institution and its athletic department. By virtue of the University’s expenditure of substantial amounts of time, effort, and money in advertising and promoting its goods and services, UAA’s GATOR Marks have come to identify the University’s athletics and other services. Purchasers and prospective purchasers, as well as other members of the public, are familiar with and identify

UAA's GATOR Marks and understand and expect that a wide variety of goods and services offered under UAA's GATOR Marks are affiliated with, sponsored, or licensed by the University. Indeed, UAA's GATOR Marks have become well-known for the University's goods and services.

23. UAA will be damaged by the registration of Applicant's Mark GATOR SHOP because the mark and its associated services so resemble UAA's GATOR Marks and the associated goods and services as to be likely to cause confusion, mistake, and deception. The Applicant's Mark incorporates UAA's GATOR mark in its entirety for use in connection with a retail store services offering merchandise relating to the University. Moreover, the specimen submitted with the Application depicts Applicant selling products bearing UAA's trademarks, including the GATOR Marks. A true and correct copy of the specimen is attached as **Exhibit 7**. Moreover, Applicant's retail store website at www.gatorshop.com prominently displays UAA's GATOR Marks, as depicted in the attached **Exhibit 7**. The Applicant's website bearing the GATOR SHOP mark also uses the University's well-known orange-and-blue color scheme and features the University's 2012 football schedule. Indeed, the GATOR SHOP mark is depicted in the University's orange-and-blue color scheme.

24. Applicant previously operated a brick-and-mortar retail store that sold merchandise relating to the University and was located down the street from the University. Upon information and belief, Applicant sells its products to fans, students, and alumni of the University.

25. Persons familiar with UAA's GATOR Marks are likely to believe erroneously that Applicant's services are offered by the University, or are authorized, licensed, endorsed, or sponsored by the University, and registration of Applicant's Mark GATOR SHOP on the Principal Register will be inconsistent with UAA's rights in UAA's GATOR Marks.

26. Applicant's Mark also falsely suggests a connection with the University in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

27. The filing fee in the amount of \$300.00 is enclosed. The Commissioner is authorized to debit the deposit account of Kilpatrick Townsend & Stockton LLP (deposit account no. 11-0860) for any deficiency in the required fee.

WHEREFORE, Opposer requests that Application Serial No. 85/480,582 be refused registration and this Notice of Opposition be sustained in its favor.

Respectfully submitted,

/Harris W. Henderson/

R. Charles Henn Jr.

Alicia Grahm Jones

Rosaleen H. Chou

Harris W. Henderson

KILPATRICK TOWNSEND & STOCKTON LLP

1100 Peachtree Street

Suite 2800

Atlanta, Georgia 30309-4530

(404) 815-6500

Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was served on Applicant on August 29, 2012 via first class mail to:

Sven W. Hanson, Esq.
PO Box 357429
Gainesville, Florida 32635-7429

/Harris W. Henderson/
Counsel for Opposer

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, August 29, 2012.

/Harris W. Henderson/
Counsel for Opposer

EXHIBIT 1

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:40:36 ET

Serial Number: [73273111 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [1222098](#)

Mark (words only): [GATORS](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2003-03-19](#)

Filing Date: [1980-08-06](#)

Transformed into a National Application: [No](#)

Registration Date: [1982-12-28](#)

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2008-04-23](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[Ben Hill Griffith Stadium North-South Drive](#)
[Gainesville, FL 32611](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/OR SERVICES

International Class: [041](#)

Class Status: [Active](#)

[Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

International Class: [042](#)

Class Status: [Active](#)

[Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2008-04-23 - Case File In TICRS](#)

[2003-03-19 - First renewal 10 year](#)

[2003-03-19 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2002-12-27 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2002-12-27 - PAPER RECEIVED](#)

[1988-09-24 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)

[1988-04-11 - Section 8 \(6-year\) and Section 15 Filed](#)

[1982-12-28 - Registered - Principal Register](#)

[1982-10-05 - Published for opposition](#)

[1982-08-24 - Notice of publication](#)

[1982-08-24 - Approved for Pub - Principal Register \(Initial exam\)](#)

[1981-03-19 - Non-final action mailed](#)

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

UNIVERSITY ATHLETIC ASSOCIATION, INC.
BEN HILL GRIFFITH STADIUM NORTH-SOUTH DR
GAINSVILLE, FL 32611

EXHIBIT 2

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:41:27 ET

Serial Number: [75353993 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [2206967](#)

Mark (words only): [GATORS](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2008-11-26](#)

Filing Date: [1997-09-09](#)

Transformed into a National Application: [No](#)

Registration Date: [1998-12-01](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [L50 -TMEG Law Office 105](#)

Date In Location: [2010-07-02](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14855](#)

[Gainesville, FL 326042485](#)

[United States](#)

Legal Entity Type: [NOT-FOR-PROFIT CORPORATION](#)

State or Country Where Organized: [Florida](#)

GOODS AND/OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)
First Use Date: [1955-00-00](#)
First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

Prior Registration Number(s):
[1222098](#)
[1225119](#)
[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- [2010-06-30 - Case File In TICSRS](#)
- [2008-11-26 - First renewal 10 year](#)
- [2008-11-26 - Section 8 \(10-year\) accepted/ Section 9 granted](#)
- [2008-11-19 - Assigned To Paralegal](#)
- [2008-11-11 - TEAS Section 8 & 9 Received](#)
- [2004-10-16 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)
- [2004-09-03 - Section 8 \(6-year\) and Section 15 Filed](#)
- [2004-09-03 - TEAS Section 8 & 15 Received](#)
- [1998-12-01 - Registered - Principal Register](#)
- [1998-09-08 - Published for opposition](#)
- [1998-08-07 - Notice of publication](#)
- [1998-06-08 - Approved for Pub - Principal Register \(Initial exam\)](#)
- [1998-05-26 - Assigned To Examiner](#)

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
[JEREMY FOLEY](#)

UNIVERSITY ATHLETIC ASSOCIATION, INC.
P.O. BOX 14855
GAINESVILLE FL 32604-2485

EXHIBIT 3

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:41:47 ET

Serial Number: 75353943 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2205439

Mark



(words only): [GATORS](#)

Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: 2009-02-06

Filing Date: [1997-09-09](#)

Transformed into a National Application: No

Registration Date: [1998-11-24](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [L30 -TMEG Law Office 103](#)

Date In Location: [2010-07-23](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14485](#)

[Gainesville, FL 326042485](#)

[United States](#)

Legal Entity Type: [NOT-FOR-PROFIT CORPORATION](#)

State or Country Where Organized: [Florida](#)

GOODS AND/OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)

First Use Date: [1979-00-00](#)

First Use in Commerce Date: [1979-00-00](#)

International Class: [041](#)

Class Status: [Section 8 - Cancelled](#)

Basis: [1\(a\)](#)

First Use Date: [1981-00-00](#)

First Use in Commerce Date: [1981-00-00](#)

ADDITIONAL INFORMATION

Prior Registration Number(s):

[1222098](#)

[1225119](#)

[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2010-06-25 - Case File In TICSRS](#)

[2009-02-06 - First renewal 10 year](#)

[2009-02-06 - Section 9 granted/check record for Section 8](#)

[2009-02-06 - Partial Section 8 \(10-Year\) accepted/checked record for section](#)

[2009-02-04 - Post Registration action correction](#)

[2009-01-30 - Assigned To Paralegal](#)

[2009-01-26 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2009-01-26 - TEAS Section 8 & 9 Received](#)

2004-10-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2004-09-03 - Section 8 (6-year) and Section 15 Filed

2004-09-03 - TEAS Section 8 & 15 Received

1998-11-24 - Registered - Principal Register

1998-09-01 - Published for opposition

1998-07-31 - Notice of publication

1998-06-08 - Approved for Pub - Principal Register (Initial exam)

1998-05-26 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION, INC.
P. O. BOX 14485
GAINESVILLE FL 32604-2485

EXHIBIT 4

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:42:03 ET

Serial Number: [73269856 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [1228944](#)

Mark



(words only): [F](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2003-05-16](#)

Filing Date: [1980-07-11](#)

Transformed into a National Application: [No](#)

Registration Date: [1983-03-01](#)

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2008-04-11](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14485](#)
[Gainesville, FL 32604](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[Apparel-Namely, Shirts, Sweaters, Belts and Caps](#)

Basis: [1\(a\)](#)

First Use Date: [1980-01-00](#)

First Use in Commerce Date: [1980-01-00](#)

ADDITIONAL INFORMATION

Design Search Code(s):

[03.21.05](#) - Alligators; Crocodiles

[03.21.26](#) - Costumed reptiles, frogs and snails and those with human attributes

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2008-04-11 - Case File In TICSRS](#)

[2003-05-16 - First renewal 10 year](#)

[2003-05-16 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2003-03-03 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2003-03-03 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2003-03-03 - PAPER RECEIVED](#)

[1988-10-15 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)

[1988-06-03 - Section 8 \(6-year\) and Section 15 Filed](#)

[1983-03-01 - Registered - Principal Register](#)

[1982-07-20 - Published for opposition](#)

[1982-06-08 - Notice of publication](#)

1982-05-20 - Approved for Pub - Principal Register (Initial exam)

1981-09-14 - Non-final action mailed

1981-06-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
ROBERT DUCKWORTH

Correspondent
DUCKWORTH, ALLEN, DYER & DOPPELT
ONE SOUTH ORANGE AVENUE
SUITE 600
P.O. BOX 3791
ORLANDO, FLORIDA 32802

Domestic Representative
DUCKWORTH, ALLEN, DYER & DOPPELT

EXHIBIT 5

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:42:24 ET

Serial Number: [75354125 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [2349246](#)

Mark (words only): [FLORIDA GATORS](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2010-03-31](#)

Filing Date: [1997-09-09](#)

Transformed into a National Application: [No](#)

Registration Date: [2000-05-16](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: (NOT AVAILABLE)

Date In Location: [2010-03-31](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14485](#)

[Gainesville, FL 326042485](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)
First Use Date: [1980-00-00](#)
First Use in Commerce Date: [1980-00-00](#)

International Class: [041](#)
Class Status: [Active](#)
[entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions](#)
Basis: [1\(a\)](#)
First Use Date: [1977-00-00](#)
First Use in Commerce Date: [1977-00-00](#)

ADDITIONAL INFORMATION

Section 2(f), in part, as to ["FLORIDA"](#)

Prior Registration Number(s):
[1222098](#)
[1225119](#)
[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- [2010-03-31 - First renewal 10 year](#)
- [2010-03-31 - Section 8 \(10-year\) accepted/ Section 9 granted](#)
- [2010-03-15 - Case Assigned To Post Registration Paralegal](#)
- [2010-03-12 - TEAS Section 8 & 9 Received](#)
- [2007-07-05 - Case File In TICRS](#)
- [2006-04-25 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)
- [2006-04-12 - Assigned To Paralegal](#)
- [2006-01-23 - Section 8 \(6-year\) and Section 15 Filed](#)
- [2006-01-23 - TEAS Section 8 & 15 Received](#)
- [2000-05-16 - Registered - Principal Register](#)
- [2000-02-22 - Published for opposition](#)

2000-01-21 - Notice of publication

1999-10-12 - Approved for Pub - Principal Register (Initial exam)

1999-09-13 - Communication received from applicant

1999-03-12 - Non-final action mailed

1998-12-14 - Communication received from applicant

1998-06-12 - Non-final action mailed

1998-06-08 - Assigned To Examiner

1998-05-27 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION, INC.
P.O. BOX 14485
GAINESVILLE, FL 32604-2485

EXHIBIT 6

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-08-23 15:42:41 ET

Serial Number: [73269858 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [1225119](#)

Mark (words only): [FIGHTING GATORS](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2003-03-26](#)

Filing Date: [1980-07-11](#)

Transformed into a National Application: [No](#)

Registration Date: [1983-01-25](#)

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2008-04-18](#)

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14485](#)

[Gainesville, FL 32604](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[Apparel-Namely, Shirts, Bibs, Socks and Caps](#)

Basis: [1\(a\)](#)
First Use Date: [1955-00-00](#)
First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- [2008-04-18 - Case File In TICRS](#)
- [2003-03-26 - First renewal 10 year](#)
- [2003-03-26 - Section 8 \(10-year\) accepted/ Section 9 granted](#)
- [2003-01-17 - Combined Section 8 \(10-year\)/Section 9 filed](#)
- [2003-01-17 - PAPER RECEIVED](#)
- [1988-08-30 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)
- [1988-04-11 - Section 8 \(6-year\) and Section 15 Filed](#)
- [1983-01-25 - Registered - Principal Register](#)
- [1982-11-02 - Published for opposition](#)
- [1982-09-21 - Notice of publication](#)
- [1982-09-16 - Approved for Pub - Principal Register \(Initial exam\)](#)
- [1981-09-14 - Non-final action mailed](#)
- [1981-06-17 - Assigned To Examiner](#)

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
[UNIVERSITY ATHLETIC ASSOCIATION INC.](#)
[P. O. BOX 14485](#)
[GAINESVILLE FL 32604](#)

EXHIBIT 7



[Home](#) | [About Us](#) | [Low Price Guarantee](#) | [My Account](#) | [Shipping](#) | [Contact Us](#)
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1-800-365-8633

Search

GO

Top Categories

[Home & Bedroom](#)
[Automotive](#)
[Kids Gear](#)
[Mens Wear](#)

All Categories

15 Tim Tebow Merchandise

2011 New Products

Autographed Merchandise

Automotive

Bags & Pool

Christmas

Collectibles

Florida Keys Vacation Rental

Gator Hats

Gator T-shirts

Golf

Home & Bedroom

Jewelry & Wallets

Juniors/Ladies Wear

Kids Gear

Mens Wear

Music & Toys

Nike Products

Office

Outdoor & Pet

Sale Items

Sweats & Active Wear

Welcome to Gator Shop - Where Champions Shop

Featured Items



**Tim Tebow
Everything in
Between DVD**



**Nike 2011 Coaches
Pullover Jacket White**



**Nike Vintage
Beanie Royal with
Albert**



**Nike Ladies Capri
Sweatpants**



**Nike Vintage Royal
Long Sleeve Albert T-
shirt**



**Nike Gator Head
Long Sleeve
Waffle**



**Nike Backfield
Woven Lightweight
Jacket**



**Nike Royal Gator
Head Hat with
Orange Trim**



**Nike 2011
Coaches Polo
White**

**The
Gator
Shop** on

Facebook

Like

368 people like **The
Gator Shop**.



Autumn Christina

Facebook social plugin

Newsletter

First Name Last Name

Email Address:

Choose Password:

GO

To change your
details [click here](#)

2011 Gator Schedule

Apr 9	Orange & Blue
Sep 3	FL Atlantic
Sep 10	Alabama-Birmingham
Sep 17	Tennessee
Sep 24	@ Kentucky
Oct 1	Alabama
Oct 8	@ LSU
Oct 15	@ Auburn
Oct 29	Georgia
Nov 5	Vanderbilt
Nov 12	@ S. Carolina
Nov 19	Furman
Nov 26	FSU

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EXHIBIT 8



Search

Top Categories

- Home & Bedroom
- Automotive
- Kids Gear
- Mens Wear

All Categories

- 15 Tim Tebow Merchandise
- Autographed Merchandise
- Automotive
- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

Welcome to Gator Shop - Where Champions Shop

Featured Items



Gators Baggio Cornhole Game



Nike Sideline Visor Royal



Gator Tervis Polka Dot Tumbler w/ Lid



Stay Victorious My Friends T-Shirt



Florida Gator Blue Coaches Polo



Orange and Blue Leather Deck Shoes

Most Popular Searches

Jerseys
Flags

Tebow
Stickers

Jackets
Shorts



The Gator Shop on Facebook

Facebook social plugin

Newsletter

First Name Last Name

Email Address:

Choose Password:

To change your details [click here](#)

2012 Gator Schedule

Apr 7	Orange & Blue
Sep 1	Bowling Gr.
Sep 8	@ Texas A&M
Sep 15	@ Tennessee
Sep 22	Kentucky
Oct 6	LSU
Oct 13	@ Vanderbilt
Oct 20	S. Carolina
Oct 27	Georgia
Nov 3	Missouri



- Top Categories**
- [Home & Bedroom](#)
 - [Automotive](#)
 - [Kids Gear](#)
 - [Mens Wear](#)

-  **All Categories**
- [15 Tim Tebow Merchandise](#)
 - [Autographed Merchandise](#)
 - [Automotive](#)
 - [Bags & Pool](#)
 - [Christmas](#)
 - [Collectibles](#)
 - [Florida Keys Vacation Rental](#)
 - [Gator Hats](#)
 - [Gator T-shirts](#)
 - [Golf](#)
 - [Home & Bedroom](#)
 - [Jewelry & Wallets](#)
 - [Juniors/Ladies Wear](#)
 - [Kids Gear](#)
 - [Mens Wear](#)
 - [Music & Toys](#)
 - [Nike Products](#)
 - [Office](#)
 - [Outdoor & Pet](#)
 - [Sale Items](#)
 - [Sweats & Active Wear](#)

ABOUT THE GATOR SHOP

1702 West University Avenue Suite A-1
Gainesville, FL 32603
(352) 376-5191
Fax (352) 376-0910

Hello from the **Gator Shop**! Our company was established in 1946 and has been trying to make purchasing Gator accessories easier ever since. We hope that you will enjoy shopping at our web site and will continue to use our services in the future to find your Gator merchandise.

All orders placed through your Gator Club receive a 15% discount. In addition, all members of the Alumni Association who have their Alumni number can receive the same discount (some restrictions may apply). Our company often sends Gator Clubs a few boxes of merchandise when they are having a meeting so that the members can see an assortment of the items we offer. The merchandise can be sold and the remaining items sent back to us. This may be something to keep in mind at your next Gator Club meeting.

We would like to help you out in any way we can. Feel free to call us any time at 800-365-8633 with questions or comments that you may have. We also send out a free season catalog, which goes out in July. To be put on our mailing list and receive our catalog annually, please call our 800 number and we would be more than happy to sign you up.

The Gator Shop is not responsible for any "glitches" in your computer that do sometimes occur while shopping online. Prices are subject to change without further notice.

We are looking forward to doing business with you.
Thanks again, and **Go Gators!**

Joi Michelle
Internet Division
2502 N.W. 16th Avenue
Gainesville, FL 32605

[◀BACK](#) [▶TOP](#)



Search

- Top Categories**
- Home & Bedroom
 - Automotive
 - Kids Gear
 - Mens Wear

- All Categories**
- 15 Tim Tebow Merchandise
 - Autographed Merchandise
 - Automotive
 - Bags & Pool
 - Christmas
 - Collectibles
 - Florida Keys Vacation Rental
 - Gator Hats
 - Gator T-shirts
 - Golf
 - Home & Bedroom
 - Jewelry & Wallets
 - Juniors/Ladies Wear
 - Kids Gear
 - Mens Wear
 - Music & Toys
 - Nike Products
 - Office
 - Outdoor & Pet
 - Sale Items
 - Sweats & Active Wear

GATORSHOP.COM LOW PRICE GUARANTEE

GatorShop.com is pleased to offer a low price guarantee to our loyal and much appreciated customers. If you find a lower price on a product we offer at another website, we will match the price of that product when we process your order. The low price guarantee applies to non-autographed products that are in stock at the time of purchase.

If another website has a lower price than ours on a product we have, please follow the 4 steps below and we will match the competing price.

1. Highlight and copy the next 5 lines:
 - Product name on GatorShop.com =
 - Other website's web address (ex: www.abc.com) =
 - Link to product on other website =
 - Product price on other website =
 - Your name =
2. Send an email to sales@gatorshop.com and paste the above 5 lines into the email and answer each question.
3. After sending the email, please complete your order including the product with the lower price.
4. Your order will be processed within 24-48 hours and the amount charged to you will reflect the lower competing price when verified during order processing.

[◀BACK](#) [▶TOP](#)



Search

- Top Categories**
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 - Kids Gear
 - Mens Wear

-  **All Categories**
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 - Autographed Merchandise
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 - Bags & Pool
 - Christmas
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 - Florida Keys Vacation Rental
 - Gator Hats
 - Gator T-shirts
 - Golf
 - Home & Bedroom
 - Jewelry & Wallets
 - Juniors/Ladies Wear
 - Kids Gear
 - Mens Wear
 - Music & Toys
 - Nike Products
 - Office
 - Outdoor & Pet
 - Sale Items
 - Sweats & Active Wear

Our Shipping Rates

Our shipping rates for the continental US are based on the total purchase amount of your order (call for rates to Hawaii and Alaska):

Standard Shipping to the Continental U.S. is now a **flat rate of \$4.95!**

For expedited shipping options or for orders outside the Continental U.S., please call us at 800-365-8633.

Most orders are sent via the United States Postal Service. In some cases we may use UPS Ground instead.

Shopping for someone else? Give the [gift of gator gear!](#)

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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587



Top Categories

Home & Bedroom
Automotive
Kids Gear
Mens Wear

All Categories

15 Tim Tebow Merchandise
Autographed Merchandise
Automotive
Bags & Pool
Christmas
Collectibles
Florida Keys Vacation Rental
Gator Hats
Gator T-shirts
Golf
Home & Bedroom
Jewelry & Wallets
Juniors/Ladies Wear
Kids Gear
Mens Wear
Music & Toys
Nike Products
Office
Outdoor & Pet
Sale Items
Sweats & Active Wear

Automotive

Product 1 to 149 of 149
Page: **1**



10 inch F Magnet
\$10.99



12 inch Gators Block magnet
Available in White and Orange
\$4.99



12 inch Running Gator 1 Magnet
\$12.99



12 inch Running Gator Magnet 2
Available in 2" and 12"
\$1.99



18 inch Gator Head and Script
\$11.99



18 inch Script Magnet
\$12.99



18" x 10" Swamp Bound Magnet
\$11.99



18" x 6" Swamp Bound Magnet
\$8.99



4 inch "F" Magnet
\$2.99



Albert Car Flag
Available in Orange
and Blue
\$9.99

ADD TO CART
BUY NOW



Albert Decal
4"x4"
\$3.99

ADD TO CART BUY NOW



Albert Magnet
Available in 2", 4", 8", 12"
\$1.99

ADD TO CART BUY NOW



Albert Sticker
\$1.69

ADD TO CART
BUY NOW



Antenna Flag
\$5.99

ADD TO CART BUY NOW



Block Gators Sticker
Regularly: \$4.49
Now: \$0.99

ADD TO CART BUY NOW



**Blue Gators Script
Decal**
Available in 2 sizes
\$8.99

ADD TO CART
BUY NOW



**Bottle Opener Keychain w/
Clip**
\$8.99

ADD TO CART BUY NOW



**Camo Vinyl Gator Head
Decal**
\$10.99

ADD TO CART BUY NOW



**Car Tag Frame:
Laser Cut Gator Girl**
\$15.99

ADD TO CART
BUY NOW



**Car Tag: Gator Head Royal or
Orange**
\$19.99


ADD TO CART BUY NOW




**Car Tag: Pewter Oval
Gator Head**
\$28.99

ADD TO CART BUY NOW






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 **All Categories**
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Autographed Merchandise
Automotive
Bags & Pool
Christmas
Collectibles
Florida Keys Vacation Rental
Gator Hats
Gator T-shirts
Golf
Home & Bedroom
Jewelry & Wallets
Juniors/Ladies Wear
Kids Gear
Mens Wear
Music & Toys
Nike Products
Office
Outdoor & Pet
Sale Items
Sweats & Active Wear

Home & Bedroom


Product 1 to 174 of 174
Page: **1**




10 oz Gator Hammock BBQ Sauce
Makes great BBQ Pork
\$5.99




10 oz Gator Hammock Bullgator Sauce
Makes great burgers!
\$5.99




10 oz Gator Hammock Hot Sauce
Makes Great Wings!
\$5.99




2 x 3 Gator Bath Mat
\$29.99




2006 and 2007 Autographed National Champions Basketballs
Sold as a set only.
\$5,000.00




5 oz Gator Hammock Lethal Gator Sauce
\$4.99



5 oz Gator Hammock Swamp Sauce
\$4.99



6 ft. Florida Field Runner Rug
\$69.99



8 1/2-9 1/2 inch Alligator Head
\$24.99



8 pack Paper Coasters
\$3.99

ADD TO CART

BUY NOW



Albert Banner Flag
2 Sided
\$25.99

ADD TO CART

BUY NOW



Albert Clear Tervis Tumbler
available in 16oz and 24oz
\$12.99

ADD TO CART

BUY NOW



Albert Shot Glass
\$3.99

ADD TO CART

BUY NOW



Alligator Claw Backscratcher
\$4.99

ADD TO CART

BUY NOW



Alligator Flask Set
\$43.99

ADD TO CART

BUY NOW



Authentic Helmet Signed by Urban Meyer

Regularly:
\$399.99
Now: \$199.99

ADD TO CART

BUY NOW



Bartender's Bottle Opener
Vinyl handle
\$7.99

ADD TO CART

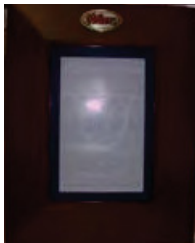
BUY NOW



Bronze Garden Statue
\$99.99

ADD TO CART

BUY NOW



Brown Wooden Picture Frame
4x6 matted picture
or 5x7 unmatted





Top Categories

Home & Bedroom

Automotive

Kids Gear

Mens Wear

All Categories

15 Tim Tebow
Merchandise

Autographed
Merchandise

Automotive

Bags & Pool

Christmas

Collectibles

Florida Keys Vacation
Rental

Gator Hats

Gator T-shirts

Golf

Home & Bedroom

Jewelry & Wallets

Juniors/Ladies Wear

Kids Gear

Mens Wear

Music & Toys

Nike Products

Office

Outdoor & Pet

Sale Items

Sweats & Active
Wear

Juniors/Ladies Wear

Product 1 to 87 of 87

Page: 1



Bow on Bow Barrette

Available in Orange and Blue

\$4.99



Calley Orange Dress

Our Calley dress is strapless chiffon over a stretch-knit underslip to keep you cool during hot football games

Regularly: \$79.99

Now: \$24.99



Embroidered Albert Patch

\$1.50



Embroidered Gator Head Patch

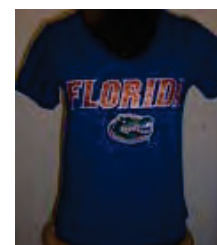
\$0.99



Florida Aviator Sunglasses

Florida on the side

\$19.99



Florida Blue Glitter Missy T-Shirt

Florida written in Orange glitter. Glitter in Gator Head. Also available in Plus sizes

\$35.99



Florida Colosseum Stadium T-Shirt

\$23.99



Florida Gator Kindle Fire Cover

\$34.99



Florida White Glitter T-Shirt

\$35.99



Flower Leather Flip Flops

\$39.99

[ADD TO CART](#)

[BUY NOW](#)



Gator 2 pack Barrettes

\$5.99

[ADD TO CART](#)

[BUY NOW](#)



Gator 2 Sided Lanyard

\$7.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Badge Reel

\$4.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Cell Phone Purse

Leather. with black strap

\$22.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Crocs

Available in Adult and Kids.
Navy Blue with Gator head
logo on front, Gators Script
logo on heel.

\$31.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Floral Satin Scarf

\$9.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Gameday Purse

100% polyester

\$43.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Head Lapel Pin

\$3.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Head/Script Tattoos

4 pack. Stick on

\$2.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Headband

\$5.99

[ADD TO CART](#)

[BUY NOW](#)

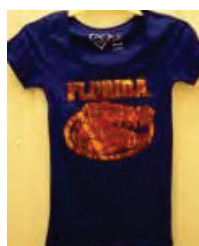


Gator iPhone 4 Cover

\$24.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Ladies Foil T-Shirt

Foil print

\$25.99



Gator Ladies Football Jersey

\$19.99



Gator Ladies Orange Slick Short

\$19.99



Top Categories

[Home & Bedroom](#)

[Automotive](#)

[Kids Gear](#)

[Mens Wear](#)



All Categories

[15 Tim Tebow Merchandise](#)

[Autographed Merchandise](#)

[Automotive](#)

[Bags & Pool](#)

[Christmas](#)

[Collectibles](#)

[Florida Keys Vacation Rental](#)

[Gator Hats](#)

[Gator T-shirts](#)

[Golf](#)

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[Jewelry & Wallets](#)

[Juniors/Ladies Wear](#)

[Kids Gear](#)

[Mens Wear](#)

[Music & Toys](#)

[Nike Products](#)

[Office](#)

[Outdoor & Pet](#)

[Sale Items](#)

[Sweats & Active Wear](#)

Mens Wear

Product 1 to 74 of 74

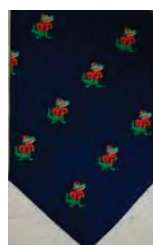
Page: **1**



4 pack Gator Head Stick on Tattoo

No water needed!

\$2.69



Albert Navy Tie

\$24.99



Albert Sticker

\$1.69



Brown Croc Leather Belt w/ Gator head Concho

4 Gator head conchos on belt

\$44.99



Brown Leather Gator Belt

4 Gator head conchos on belt

\$44.99



Columbia Blue Fishing Shirt

\$55.00



Columbia Bonehead Orange Shirt

\$55.00



Columbia Khaki Fishing Shirt

\$55.00



Columbia Tamiami Button Up

Lightweight material

\$64.99



Croc Leather Belt with Gator Head Concho



**Columbia White Fishing
Shirt**

\$55.00

[ADD TO CART](#)

[BUY NOW](#)

**4 Gator head conchos on
belt**

\$44.99

[ADD TO CART](#)

[BUY NOW](#)

Embroidered Albert Patch

\$1.50

[ADD TO CART](#)

[BUY NOW](#)



**Embroidered Gator Head
Patch**

\$0.99

[ADD TO CART](#)

[BUY NOW](#)



**Florida Aviator
Sunglasses**

Florida on the side

\$19.99

[ADD TO CART](#)

[BUY NOW](#)

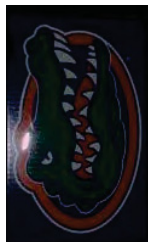


**Florida Gator Blue
Coaches Polo**

\$64.99

[ADD TO CART](#)

[BUY NOW](#)



**Florida Gator Kindle Fire
Cover**

\$34.99

[ADD TO CART](#)

[BUY NOW](#)



Florida Gators Croakie

\$7.99

[ADD TO CART](#)

[BUY NOW](#)



**Florida Gators Nylon
Wallet**

\$6.99

[ADD TO CART](#)

[BUY NOW](#)



Gator 2 Sided Lanyard

\$7.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Badge Reel

\$4.99

[ADD TO CART](#)

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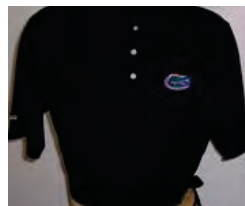


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